



March 25, 1994

PHILIP MORRIS U.S.A  
Mr. Jose Fontanez  
120 Park Avenue  
New York, NY 10017

Dear Mr. Fontanez:

I am very delighted to invite you to participate in Expoferia's 10th Anniversary celebration next September 15-18, 1994 at the NY State Armory.

Expoferia, Inc., is celebrating its first decade of exciting and successful exhibitions where more than 50,000 consumers come each year to sample products; learn about an array of services and enjoy the variety of entertainment available for the entire family.

We are very enthusiastic about all the new merchandising opportunities that Expoferia will be offering you and would like to meet with you at your earliest convenience to start planning your involvement.

Surely, you will not want to miss the opportunity to be part of a special Expoferia's 10th Anniversary Luncheon, where we expect to honor political, community, education and business role models that contribute significantly to the growth and betterment of our nation, especially, to the Hispanic segment.

Also, we are structuring a series of workshops and seminars geared to the corporate/managerial, public and private sectors, that you will find helpful to better understand our consumer's interests.

2,500 per 10x20 Expo - 5,000  
② 10x22 - Kissin 4. 116K - 25,000  
10Y22 2 Kissin Per Person, 10,000


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If you have been an Expoferia's exhibitor in the past, you will be happy to see and experience the all new and improved exhibition. On the other hand, if you have never joined, please include it in your agenda and you will become a member of the growing number of satisfied clients that participate each year.

I will be calling you in the next few weeks to set up a meeting and present you with special merchandising packages that have been attractively designed to meet your advertising and sales objectives.

I look forward to speak to you soon, and thank you in advance for your attention.

Sincerely,



Nick Lugo  
President

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